

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sage Hospitality Resources LLC		04/24/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	WPH Coco Key, LLC		
Street Address:	c/o Hexagon Investments, LLC		
Internal Address:	115 South 84th Street, Suite 221		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53214		
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	77486688	COCOCASH	
Registration Number:	3542138	COCO KEY	
Registration Number:	3537510	COCO KEY	
Registration Number:	3423387	COCO KEY WATER RESORT	
Registration Number:	3423386	COCO KEY WATER RESORT	
Registration Number:	3427348		
CORRESPONDENCE DATA			
Fax Number:	(414)978-8675		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	414.277.5000		
Email:	msl@quarles.com		
Correspondent Name:	Marta S. Levine		
Address Line 1:	Quarles & Brady LLP		

CH \$165.00 77486688

900135257

TRADEMARK
 REEL: 003997 FRAME: 0130

Address Line 2: 411 East Wisconsin Avenue
Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER: 440462.00033

NAME OF SUBMITTER: Marta S. Levine

Signature: /MartaLevine/

Date: 06/01/2009

Total Attachments: 3

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Exhibit B
Confirmatory Assignment of Trademarks

This Confirmatory Assignment of Trademarks is made by Sage Hospitality Resources LLC, a Delaware limited liability company with its principal place of business at 1512 Larimer Street, Suite No. 800, Denver, Colorado 80202 ("Sage"), and WPH Coco Key, LLC, a Wisconsin limited liability company with its principal place of business at c/o Hexagon Investments, LLC, 115 South 84th Street, Suite 221, Milwaukee, Wisconsin 53214 ("WPH Coco Key").

Whereas, Sage is the owner of the trademarks and service marks, the registrations and applications for registration therefore set forth below:

<u>Marks</u>	<u>U.S. Registration (Application) No.</u>	<u>Issue (Filing) Date</u>	<u>Int. Class No. Goods/Services</u>
COCO CASH	(77-486688)	(05/29/2008)	Cl. 14 - plastic wristbands. Cl. 36 - providing financial services in the form of a programmed wristband used to pay for goods and services.
COCO KEY and Design 	3542138 (Supplemental Register)	12/02/2008	Cl. 25 - clothing, namely, sweatshirts, jackets, sweaters, t-shirts, swim wear, hats, visors, shorts, polo shirts, swim shoes and sandals.
COCO KEY Stylized 	3537510	11/25/2008	Cl. 25 - clothing, namely sweatshirts, jackets, sweaters, t-shirts, swim wear, hats, visors, shorts, polo shirts, swim shoes and sandals. Cl. 41 - entertainment services, namely, water park facilities, amusement park services, amusement arcade, theater productions.
COCO KEY WATER RESORT	3423387	05/06/2008	Cl. 25 - clothing, namely, sweatshirts, jackets, sweaters, t-shirts, swim wear, hats, visors, shorts, polo shirts, swim shoes and sandals. Cl. 41 - entertainment services, namely, water park facilities, amusement park services, amusement arcade, theater productions. Cl. 43 - restaurant services; provision of conference facilities.

<u>Marks</u>	<u>U.S. Registration (Application) No.</u>	<u>Issue (Filing) Date</u>	<u>Int. Class No. Goods/Services</u>
COCO KEY WATER RESORT and Design 	3423386	05/06/2008	Cl. 25 - clothing, namely, sweatshirts, jackets, sweaters, t-shirts, swim wear, hats, visors, shorts, polo shirts, swim shoes and sandals. Cl. 41 - entertainment services, namely, water park facilities, amusement park services, amusement arcade, theater productions. Cl. 43 - restaurant services; provision of conference facilities.
Parrot Design 	3427348	05/13/2008	Cl. 25 - Clothing namely, sweatshirts, jackets, sweaters, t-shirts, swim wear, hats, visors, shorts, polo shirts, swim shoes and sandals. Cl. 41 entertainment services, namely, water park facilities, amusement park services, amusement arcade, theater productions. Cl. 43 restaurant services; provision of conference facilities.

and the good will of the business in connection therewith (the "Marks").

Whereas, WPH Coco Key desires to acquire the Marks.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Sage hereby sells, assigns and transfers to WPH Coco Key, Sage's entire right, title and interest in and to the Marks, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, and Sage's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

This Confirmatory Assignment of Trademarks is made pursuant to the Assignment Agreement by and between the parties, dated as of April 24, 2009.

In witness whereof, Sage has caused this Confirmatory Assignment of Trademarks to be executed and sealed by a duly authorized officer as of the date written below.

*Remainder of Page Intentionally Left Blank.
Signature Follows.*

Sage Hospitality Resources LLC

By: 

Name: KENNETH J. GEIST

Title: Partner/EVP

Date: April 24, 2009